



MILWAUKEE OFFICE OF ENVIRONMENTAL SUSTAINABILITY NEWSLETTER

Happy New Year from the City of Milwaukee's Office of Environmental Sustainability!

Our semi-annual newsletter helps to update residents, businesses, and City employees on current and future Office of Environmental Sustainability programs, projects, and initiatives. Thanks to Mayor Tom Barrett for his nationally recognized leadership on sustainability issues and thanks to those Milwaukeeans who work to make the city a more sustainable place to call home. If someone you know would like to receive the OES Newsletter by e-mail, request a copy at sustainability@milwaukee.gov.

MILWAUKEE FINALIST FOR MAYOR'S CHALLENGE

HOME GR/OWN:

addressing two of Milwaukee's most pressing needs – food insecurity and foreclosures

On November 5, it became official! Out of 305 U.S. cities, Milwaukee's application made it into the Top 20 of the Bloomberg Mayors Challenge, a national civic contest sponsored by the Bloomberg Philanthropies.

The significance of making the Top 20 is that these cities are now actively competing for 5 prizes: one \$5 million grand prize and four \$1 million second prizes.

HOME GR/OWN, Milwaukee's submission, empowers residents to transform neighborhoods by repurposing properties that have been foreclosed in order to spark new economic activity based on local, healthy food production and distribution.

This HOME GR/OWN idea addresses two issues that affect residents of many low-income neighborhoods in Milwaukee:

1. Neighborhood instability caused by large numbers of vacant, foreclosed properties; and
2. The prevalence of nutrition-linked health problems.



A paradigm shift will occur in targeted neighborhoods in Milwaukee with HOME GR/OWN Zones. A new real estate disposition strategy for tax foreclosed properties (commercial, residential and vacant lots) will make homes and lots available to the public in order to transform urban blight into productive urban farming and other uses that improve access to fresh food, lower City holding costs and increase the capacity for a local food distribution system.

HOME GR/OWN will improve nutritional outcomes, health indicators, food access, and stimulate job creation, income generation, and

community engagement in Milwaukee's most distressed neighborhoods.

The City's portfolio of vacant homes has increased from 75 in 2005 to 956 as of December 2012, with the City incurring maintenance costs on each property until the time that it may be resold.

HOME GR/OWN's transfer of properties to individuals and groups will turn what could be neighborhood liabilities into community assets for a strong future.

Continued on Page 7.

SUSTAINABILITY PLAN UPDATE



In his 2012 State-of-the-City address, Mayor Barrett announced that he would form a new Green Team of community-City stakeholders and that he would charge this new team to develop a citizen-driven Sustainability Plan for Milwaukee. Sustainability Plans act as strategic roadmaps for cities to achieve goals and targets that improve our overall quality-of-life by focusing on environmental sustainability efforts.

The new 15 person Green Team began meeting in February and quickly set a schedule for gathering public input into the sustainability planning effort.

Unlike most other cities with a Sustainability Plan, Milwaukee looked first to citizens to help set focus areas, as opposed to city leadership pre-determining those areas of focus.

Milwaukee's Sustainability Plan will create an alignment of economic and environmental interests that improve Milwaukee's quality of life; benefiting residents, businesses and our natural environment through embracing smart, achievable sustainability principles. As a result, Milwaukee will be the Fresh Coast Capitol of North America

In order to gather the necessary input from the public, the Green Team began formal outreach to Milwaukeeans in June. The Green

Team sought the public's input in two main ways. First, with the help of CH2M Hill, the Green Team developed a short resident survey that was available in English and Spanish online 24/7. This survey asked residents to list challenges and priorities they face, and possible sustainability practices that could provide solutions.

Second, the Green Team held five town hall meetings and many more informal gatherings June through October to gain in-person feedback. Town halls were held at Bay View Library, City Water Tower on S. 6th Street, and each of the three branches of the Urban Ecology Center.



Residents provide ideas at a town hall meeting

Smaller gatherings were held at a wide array of venues including Alice's Garden, Sixteenth Street Community Health Center, Kiwanis Club and the Milwaukee Environmental Consortium. In addition to over 1,000 residents that took the survey, nearly 300 residents attended one of the town halls or small outreach sessions.

The online survey was closed October 31 at which point CH2M Hill conducted an analysis of the results and organized a workshop to report back to the Green Team on what challenges and priorities the public had identified.

A full presentation of survey results and recommendations for the Green Team can be found here: <http://city.milwaukee.gov/sustainability/SustainabilityPlanGreenTeam.htm>.

Continued on page 3.

2012 MEDIA HIGHLIGHTS

What a great 2012! Below are some of our top stories on Milwaukee sustainability initiatives last year. For a complete list of all our news visit: www.milwaukee.gov/sustainability

[Businesses Pledge to Cut Energy Use](#)

Milwaukee Journal Sentinel, 10/18/12

[Port of Milwaukee's Wind Turbine](#)

88nine Community Stories, 9/24/12

[Sustainable Milwaukee](#)

Shepherd Express, 9/12/12

[Milwaukee Shines at Solar Conference](#)

Milwaukee Business News, 9/11/12

[Green Team Looks for Input](#)

WUWM Lake Effect, 8/29/12

[City Project Helps Cut Energy Costs](#)

Milwaukee Journal Sentinel, 8/14/12

[Milwaukee's EV Charging Stations](#)

88nine Community Stories, 8/13/12

[Barrett Asks Downtown Building Owners to Cut Energy Use](#)

Milwaukee Business Journal, 7/12/12

[Milwaukee Joins National Better Buildings Challenge](#)

Milwaukee Journal Sentinel, 7/12/12

[Milwaukee Seeks to Boost Solar](#)

WUWM Lake Effect, 7/6/12

[Milwaukee Wind Turbine Report Card](#)

Bay View Compass, 6/1/12

[Milwaukee's Solar Power Pack](#)

8nine Community Stories, 6/26/12

[Save Money, Go Green](#)

Shepherd Express, 4/11/12

[MKE: Powered By Solar, By People](#)

Natural Awakenings, April 2012

[Green Team Keeps City on Sustainable Path](#)

WUWM Lake Effect, 4/20/12

[Milwaukee's Wind Turbine: A Sign of Sustainable Energy](#)

WUWM, 2/24/12

SUSTAINABILITY PLAN UPDATE

Continued from Page 2.

What follows is a shorter summary of the main points from the community feedback, and the general direction the Green Team is heading in 2013.

The first several questions of the survey focused on how residents view sustainability and the mission statement of the Green Team.

Not only did most residents agree with the Green Team's stated mission, most residents viewed sustainability as a forward looking concept that focuses on smartly using current resources to address pressing needs with an eye toward conservation for future generations.

The next set of questions focused on identifying the greatest needs faced by Milwaukeeans. Overwhelmingly, residents chose education, jobs and safe, livable neighborhoods.

Keep in mind this planning effort is focusing on improving certain environmental sustainability issues that ultimately have positive impacts on economic development and social equity.

The implication for the Green Team then is: "How do environmental and related conditions improve in such a manner that results in economic development and neighborhood revitalization?"

The next set of questions builds on these answers and asks what does the ideal community provide for its residents. Again, overwhelmingly, (in order) safe, livable neighborhoods, educational opportunities and jobs rose to the top.

These factors and indicators of neighborhood vitality from residents posed an interesting challenge for the Green Team, which needs to frame these issues in a Sustainability Plan.

In order to frame those factors in environmental sustainability terms, the next set of questions in the survey dug deeper and revealed that residents (in order) want the Team to focus on food issues, energy, education, public transit, public health, natural outdoor spaces and clean air and water.

CH2M Hill and the Green Team contextualized how residents' major

challenges (jobs, education, neighborhood condition) have an impact on sustainability priorities they identified in the *Figure 1* at the bottom of the page.

The base conditions are the environmental sustainability elements which when addressed strategically have jobs and health outcomes, for instance. These two foundational layers (base conditions and outcomes) in turn impact and hopefully build, a more sustainable community.



Residents provide ideas at town hall meeting

Between January and the end of March, the Green Team will be broken out into Working Groups that mirror these base conditions: land and buildings, human capital, transportation, food system, environment and energy.

Each Working Group will be identifying baseline data, scope of the issue, existing initiatives and goals as well as proposed new goals and targets to enhance Milwaukee's sustainability.

These working group meetings are open to the public and the Green Team seeks experts from the public to participate and comment on direction of individual chapters of the Plan (organized by Working Group issue).

Stay Involved! The Green Team is committed to publishing a final plan this coming summer. Continue to check the Sustainability Planning website for updates and participate, also dig into the survey results! <http://city.milwaukee.gov/sustainability/SustainabilityPlanGreenTeam.htm>

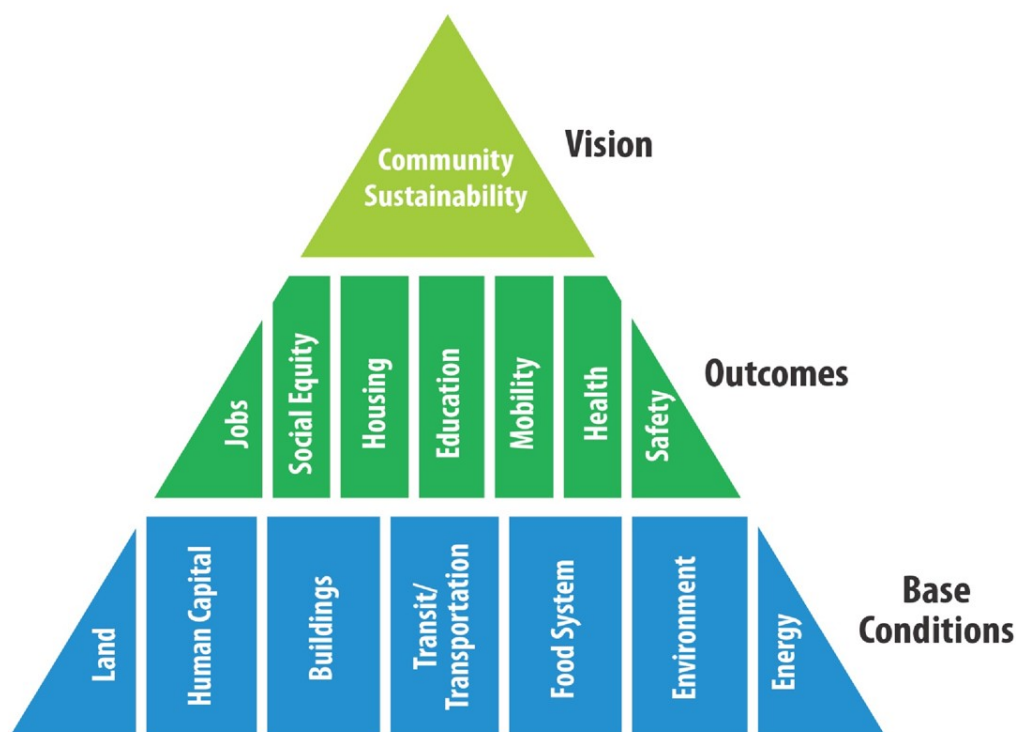


Figure 1

REBUILDING MILWAUKEE FROM THE INSIDE OUT

Through the Milwaukee Energy Efficiency program (Me²) program for commercial properties, the Office of Environmental Sustainability (OES) is helping rebuild Milwaukee from the inside out.

Commercial Me² has approved more than \$9.3 million of energy saving projects on over 100 properties.

Me² helps commercial property owners replace aging heating, cooling, and lighting systems, which are generally hidden from view but are the life blood of our built environment.

Me² complements other City redevelopment efforts by improving the existing building stock and financial bottom line of dozens of Milwaukee businesses. Me² helps businesses reinvest dollars into their building that they would otherwise waste on high energy bills from outdated equipment.

Through Me², a broad cross section of businesses are benefiting from energy savings. Gas stations such as the Citgo on North 35th Street and auto dealerships such as Frontier Motors on South 27th Street are replacing inefficient lights with clear white LED lights, cutting electricity use by 50% or more.

Alverno College is retrofitting its parking structure with LED lights. Commercial laundries are saving water and energy with new high-efficiency washers and dryers.



Mayor Tom Barrett and Alderman Jose Perez congratulate Steve Arenzon of Wisconsin Knitwear on their Me² project

Wisconsin Knitwear on Lincoln Avenue installed new lights that are saving energy and creates a better environment for the workers there.

High rise buildings like the Wells Building on 300 E Wisconsin Avenue are installing state of the art control and cooling systems that are dramatically cutting energy and water bills.

SIGN UP TODAY!

**smartenergypays.com/
business**

Contact us today to learn about incentives (10- 60% of project cost)

Take advantage of these limited time resources to make your building more efficient and cheaper to operate.

In addition to incentives, Me² offers three different options for helping business owners finance energy efficiency projects. Financing energy efficiency projects over time makes them affordable. The dollars saved on a property owner's energy bill can be put to work repaying these building improvements. It makes good economic sense.

Visit www.smartenergypays.com/businesses or call Timm Heck at (414) 333-2368 to learn how you can take advantage of these limited time resources. ●

 Business Incentives		
Energy Savings	Large Property	Small Business
10-14.9%	10% of project cost	20% of project cost
15%-24.9%	20%	40%
25%+	30%	60%
Max Grant	\$300,000	\$30,000





Milwaukee Energy Efficiency
Smart energy pays.

ENERGY EFFICIENCY FINANCING

Me² can help you make cost-saving improvements customized to your home, such as insulation and new heating and cooling systems. Since May 2010, more than **525** homes in the City of Milwaukee have made substantial energy saving improvements, and over 1400 homes have received energy evaluations.

Me², Milwaukee's Energy Efficiency program, makes energy-saving home improvements easy and affordable by providing thousands of dollars in rebates, affordable financing, and step-by-step assistance.

Milwaukee homeowner Amanda Dacio is enthusiastic about her Me² experience. "At first I thought we didn't need this program because we had just got new windows a few years ago and we are pretty good at being energy efficient people. What could we get out of this? Boy was I wrong! It was fantastic!!! We got about \$10,000 worth of work done for about \$6,000. We saw a dramatic change in our heating bill. We could FEEL the difference when we went upstairs. Everyone from Me² was super nice, friendly and explained things in a very



Me² contractor adds more insulation to a Milwaukee home

easy to understand way. I love that after the 3 hour home evaluation, they give you a prioritized list of things to be fixed. After the work is done, Me² has to come back out and check the work of the contractors before the contractors get paid. This made me feel good to know the work was done correctly. I would recommend Me² for every homeowner."

REBATES

Me² offers thousands of dollars in rebates for home energy upgrades based on the projected level of energy savings. Me² is open to any homeowner in the City of Milwaukee. However, Me² and Focus on Energy have partnered to offer bonus rebates up to \$7,850 for moderate income homeowners who make up to 80% of the state median household income (up to \$62,000 for a family of four). In most cases, that can cover a complete home energy retrofit!



AFFORDABLE FINANCING

With Me², you can pay for home energy improvements as you save on your energy bills, with an affordable financing plan through Summit Credit Union. Me² and Summit Credit Union have teamed up to provide low interest, no money down, no home equity financing to qualified homeowners. Apply online to be pre-approved: it's quick and easy.

For more information visit:

www.summitcreditunion.com/SummitMe2

GET STARTED TODAY!

Your energy dollars are currently going "up in smoke" as you pay the utility company to burn coal and natural gas to make energy. Reinvest some of those dollars to improve your home with Me² and take advantage of thousands of dollars in rebates that will end in 2013!

Join the hundreds of other smart Milwaukee homeowners who are upgrading their homes with Me². Visit www.smartenergypays.com or call **877-399-1203** today to get started! ●

SAMPLE Me² HOME PROJECT

Where the energy upgrades cut the home's projected energy use by more than 25%.

\$100	Energy Assessment for Homeowner (normally \$400)
\$ 7,500	Energy Upgrades (insulation, and air sealing)
- \$2,200	Focus on Energy Cash-Back Rewards ⁽¹⁾⁽³⁾
- \$1,500	Me ² Energy Savings Incentive ⁽²⁾
- \$100	Energy Assessment Rebate

\$3,800 Final Project Cost After Incentives

- ⁽¹⁾ Must use Focus on Energy Trade Ally to receive these rewards, and achieve 25% or more in savings.
- ⁽²⁾ Must use Participating Me² Contractors to receive incentive and achieve 25% or more in savings.
- ⁽³⁾ Must install Focus-qualified equipment.

*With Me² financing, **you pay just \$30.42 per month (180 months) while saving over \$40 per month or more on your energy bill.** Check with Summit Credit Union loan officer for current rates.*

MILWAUKEE SHINES



FOR A SUSTAINABLE SOLAR FUTURE

Milwaukee Shines, Milwaukee's solar program, helps to increase the use of clean energy on city facilities, homes, and businesses.

NEW! BIG SOLAR INCENTIVES FOR MILWAUKEE!

Milwaukee residents have even more reasons to say yes to solar! Starting in 2013, Milwaukee Shines and Me² are teaming up to offer aggressive solar incentives for Milwaukee residents and businesses.

There has been no better time to make the investment in solar energy. Prices have never been lower, and now Milwaukee residents can combine federal, state and local incentives to make solar a reality today!

Residential Incentive: *\$2,000 Cash-Back!*

For a limited time, Milwaukee homeowners can receive **\$2,000 cash-back** on a solar installation. To be eligible, participants must have already completed, or be in process of completing, a Me² project.



*Milwaukee home fills its roof with solar.
Photo courtesy of Pieper Power*

The \$2,000 residential incentive can cover three types of solar installations:

- **Solar hot water** (help offset your hot water heating costs). Minimum install is two panels.
- **Solar electric** (generate your own electricity). Minimum install size is a 2 KW system.
- **Solar hot air** (help offset your space heating costs). Minimum install is one solar hot air panel.

You are eligible for solar incentives and financing if your home meets the following criteria:

- Located in City of Milwaukee
- Home up to triplex
- Owner of building must be individual (not business)
- No delinquent property taxes

EVEN MORE SAVINGS!

Couple the \$2,000 Milwaukee Solar Incentive with other incentives to take advantage of record low prices.

- 30% federal tax credit
- Up to \$2,400 from Wisconsin Focus on Energy
(up to \$2,400 for solar electric, up to \$1,200 for solar hot water)

Commercial Incentive: *10%-60% off cost of project!*

Set your business apart and showcase your commitment to energy efficiency with solar! It's easier and more affordable than ever to invest in solar power for your business, when you combine solar with your energy efficiency upgrades through Me².

Through Me² and Milwaukee Shines, Milwaukee businesses can see big incentives by investing in energy efficiency AND solar energy. Eligible solar technologies:

- Solar hot water
- Solar electric
- Solar hot air

A business can qualify for a commercial solar incentive when combined with energy efficiency

project through Me². The amount of the incentive (ranging from 10% up to 60% of the project cost) will depend on the total energy savings achieved through the solar and energy efficiency upgrades.



Solar Electric System at MSOE

Let us help your business save energy costs and be more competitive! We can help determine what energy improvements are best for your building.

FINANCING

Whether you are considering solar for your home or business, Milwaukee Shines also offers solar financing to help make solar a reality.

Residential Financing: The City of Milwaukee has partnered with Summit Credit Union to offer low-interest loans for Milwaukee homeowners.

- **Eligible Participants:** City of Milwaukee homeowners, 1-3 unit owner-occupied residences
- **Loan Size:** Up to \$20,000
- **Interest Rate:** Low-Interest Fixed Rate
- **Terms:** Up to 15 years. No penalties for early payment, no fees, no down payments

Commercial Financing: Me² can provide financing solutions for your energy efficiency and solar projects. Take advantage of small business financing, clean energy financing, and interest rate buy downs. ●

MORE INFORMATION:

MilwaukeeShines.com
SmartEnergyPays.com
solar@milwaukee.gov
414-286-5593

HOME GR/OWN

Continued from Page 1.

In essence, HOME GR/OWN is a paradigm shift in how the City will manage its real estate portfolio of foreclosed properties and vacant lots.

In August, Mayor Barrett hosted a *Tournavation* event at City Hall in order to identify innovative ideas from the community that could form part of HOME GR/OWN's implementation strategy. Gretchen Mead won the *Tournavation* idea-competition with a homesteading idea.

Thanks to all the applicants and stakeholders who participated, provided useful input to the HOME GR/OWN team and helped plan and run the *Tournavation*.

The City of Milwaukee's Office of Environmental Sustainability is part of the multi-department City team

shaping HOMEGR/OWN. The Mayor's Office is coordinating a cross-departmental effort with the Department of Administration, Department of City Development, Milwaukee Health Department, and the Department of Neighborhood Services.

Walnut Way Conservation Corp. has also been heavily involved due to their current work on foreclosed homes and community food systems.

The original HOME GR/OWN application was due September 14, 2012.

After the City was named a Top 20 finalist, a team from Milwaukee traveled to New York City in November in order to work with Bloomberg Philanthropies to strengthen the idea and application.

A final, refined application is due January 31, 2013. Bloomberg Philanthropies will announce winners by this summer.

The drawing below is a rendering of what a HOME GR/OWN neighborhood might look like. For more inspiration and a detailed description of each component, visit the [HOME GR/OWN website](#). You can also view a video and read more about the project online at the HOME GR/OWN website.

STAY INVOLVED

To receive the most up to date information on this program, sign up for the City of Milwaukee's [e-Notify](#) program. Select "Environmental Issues." ●

A HOME GR/OWN NEIGHBORHOOD



ON THE HORIZON

SUPPORT FOR MILWAUKEE MANUFACTURERS

The City of Milwaukee's sustainable manufacturing program, Milwaukee E3 (ME3), is looking for more participating companies. Through this no-cost program, small and medium size manufacturers can cut costs while helping to minimize negative environmental impacts of their manufacturing processes and practices at the same time.

ME3 is accepting new companies into the program. Space is limited and applications will close **April 1**. However, OES anticipates there will be more opportunities in 2013 for manufacturers to participate.

For more information, and to apply, visit: <http://city.milwaukee.gov/ME3>. Email sustainability@milwaukee.gov or call (414) 286-8317 for details.

MILWAUKEE SET TO GET BIKE-SHARE

Milwaukee Mayor Tom Barrett and Milwaukee Common Council have directed City departments to assist and support efforts to establish a bike-share program in the city. Midwest

BikeShare Inc., a nonprofit organization, is working to organize a structure and identify funding solutions for a bike-sharing program. Typical bike-share programs include kiosks located through a city that allow members and visitors to use bicycles for short trips.

OES is working with Midwest BikeShare to identify funding, partners and bike share locations in Milwaukee. For details on Milwaukee's Bike Share, visit www.midwestbikeshare.org.

MILWAUKEE IMPROVES SOLAR PERMITTING

The City of Milwaukee is leading the charge to create a local sustainable solar market. Through a grant from the U.S Department of Energy SunShot program, Milwaukee is clarifying and improving the permitting process for solar installs.

In the spring of 2013, the City will roll out an Expedited Solar Building Permit, which will allow for same day approval on the majority of solar installations. This will save City staff time by providing guidelines for approval, and will lower the cost of solar by reducing installer administration time.

Milwaukee is also looking to work with

surrounding municipalities to provide similar resources to replicate solutions that can help build a strong solar market in all of southeast Wisconsin. For details on other progress being made to promote solar in Milwaukee, visit www.MilwaukeeShines.com.

SUSTAINABILITY SUMMIT: MARCH 6-8

Mark your calendars for the *Sustainability Summit and Exposition*, slated for March 6-7 at Delta Center in downtown Milwaukee. The *Summit*, hosted by Milwaukee Area Technical College, the *Summit* will highlight sustainability issues in energy, water, lifestyle, business and the workforce.

The *Summit* is designed for professionals, business and community leaders, entrepreneurs, workers-in-transition, and students. The *Summit* also features in-depth workshops on Friday, March 8. For details on the agenda, and to register for the *Sustainability Summit*, visit: www.sustainabilitysummit.us.

*Advertise your green event
on our website!*

Call 414-286-8317 or send an email to sustainability@milwaukee.gov



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About Us: The Office of Environmental Sustainability (OES) was created by Mayor Tom Barrett to position Milwaukee as a leader in environmental sustainability and performance in the 21st Century. OES promotes economically viable and environmentally sound practices, projects, and initiatives. The Office works with City departments, businesses, non-profits, and residents to reduce material and natural resource consumption while promoting strategies that address the community's critical sustainability needs. Since 2006, OES has successfully attracted over \$20 million in grant funding to Milwaukee to help create a more sustainable community. OES is building a smarter city through sustainability.